



*Celebrate 30 Years U.S.-Vietnam Relations*

# AAE's Student Fairs in Vietnam

## Summer & Fall 2024

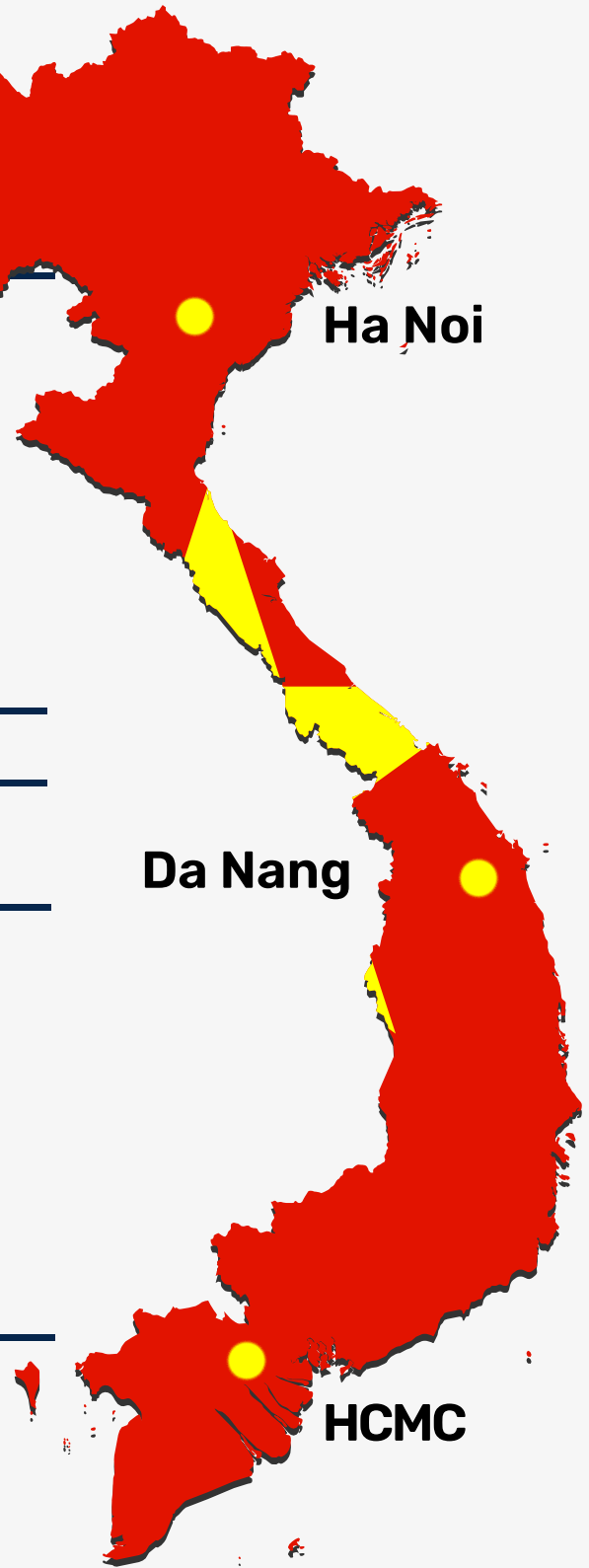
- ✓ All-in-one events
- ✓ 80+ institutions
- ✓ 3 major cities
- ✓ 2,000+ students

Register now at [aae.us.com](https://aae.us.com)



June

Mon	Tue	Wed	Thu	Fri	Sat	Sun
3	4	5	6	7	<u>8</u> Student Fair Ho Chi Minh City	9
10	11 ICEF Asia's Agent B2B Event Ho Chi Minh City	12 ICEF Asia's Agent B2B Event Ho Chi Minh City	13 ICEF Asia's Agent B2B Event Ho Chi Minh City	14	15	16



September

Mon	Tue	Wed	Thu	Fri	Sat	Sun
16	17	<u>18</u> Two-Day High School Visit Tour Ho Chi Minh City	<u>19</u> Two-Day High School Visit Tour Ho Chi Minh City	<u>20</u> High School Visit Ho Chi Minh City	<u>21</u> Student Fair Ho Chi Minh City	<u>22</u> Student Fair Ha Noi
<u>23</u> High School Visit Da Nang	<u>24</u> Student Fair Da Nang	25	26	27	28	29



## In-person

AAE's student recruitment fairs in Vietnam draw in thousands of academically-oriented students and their parents to bring them in direct contact with institutions from around the world.

This option includes

- Marketing & Communications
- Tables at fair
- Skilled translators
- Fair report, leads
- Welcome/Farewell dinner

# AAE's Student Fairs

## Representative Table

For schools unable to travel, a well-trained counselor will welcome families to your table, speak about your institution, and distribute your promotional materials.

## Principal's Guide (PG) Advertising

Showcase your school via the PG - a printed brochure distributed to high school principals, their students and all students joining the AAE Fairs.



# Student Fair Pricing Packages

---

**\$1.650**

**In-person**

**\$1.250**

**Representative  
Table**

**\$700**

**Principal's  
Guide Ads**

**\*5% discount for Early Bird Registration OR AAE Partners**

**Register at: [aae.us.com](http://aae.us.com)**

# Extra High School Visit Tour Pricing

**\$500**

**A Two-Day Tour  
in Ho Chi Minh City  
(September 18-19)**

- Tour 4 prominent high schools in HCMC
- Interact directly with students in a fair setting
- Establish connections with local career counselors and school principals
- Make the most of your time overseas by joining an extra high school visit
- Ideal for colleges and universities

**\*5% discount for Early Bird Registration OR AAE Partners**

**Register at: [aae.us.com](http://aae.us.com)**



# Principal's Guide Advertising

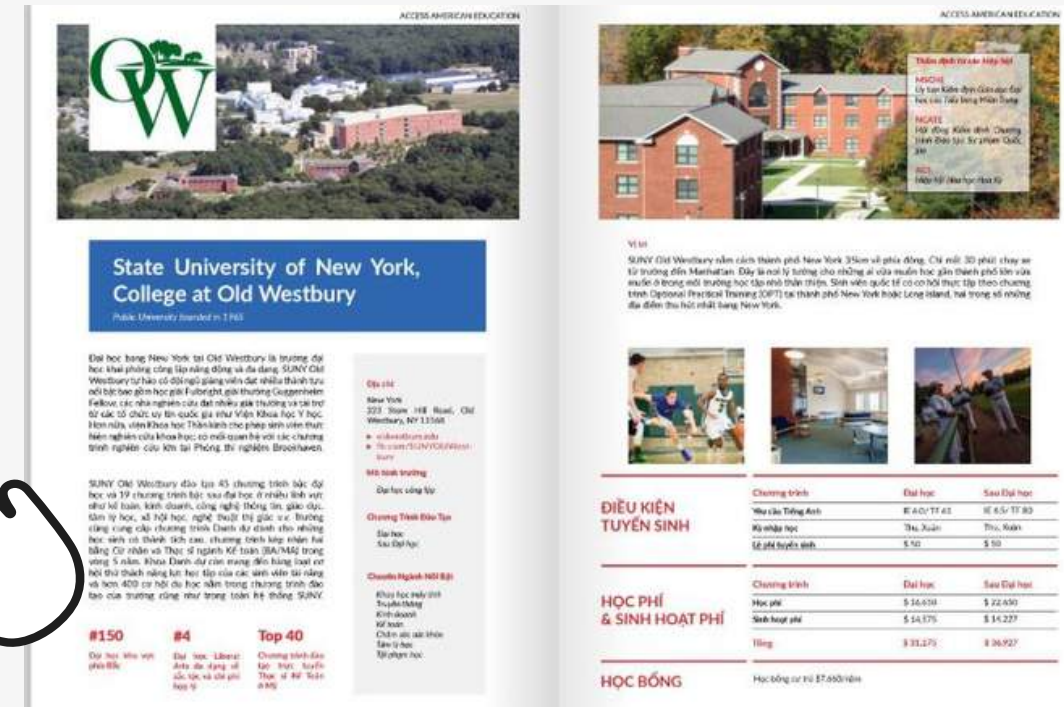
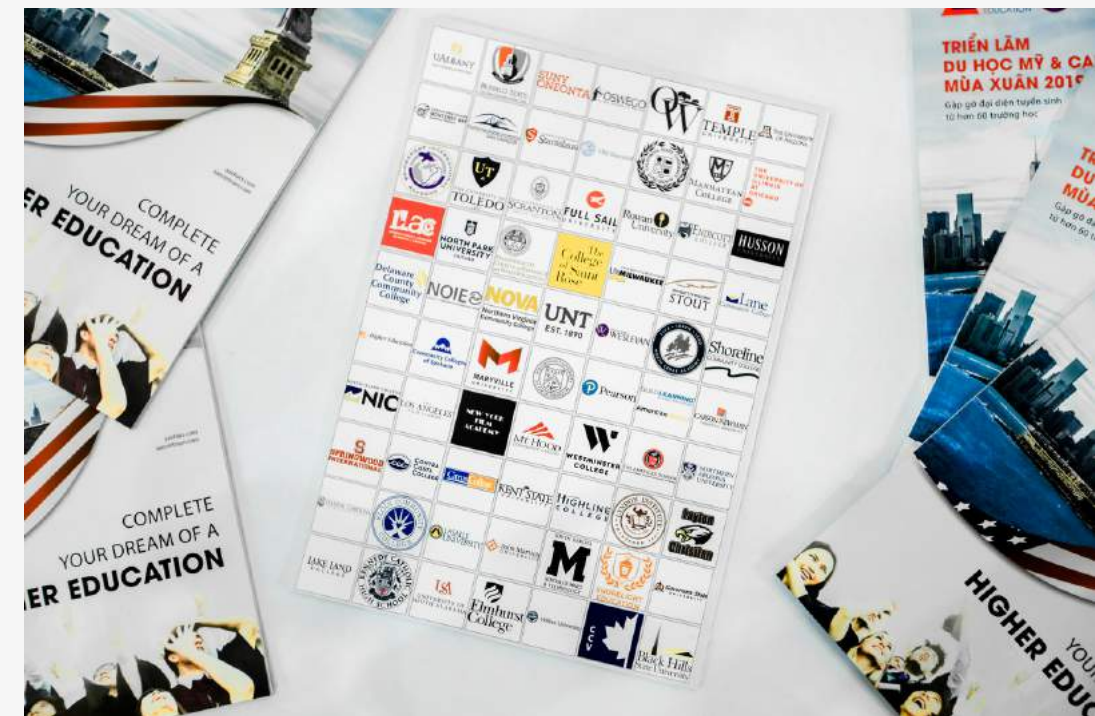
The PG, a printed publication for each fair series, is distributed to all Vietnamese high schools and to all students attending the AAE Fairs. **5,000 copies** will be printed & delivered to Vietnamese students & parents.

## Two-Page Spread About Participating Institution:

- Overview: location, student population, institution type, student life...
- Academic: major programs, accreditation..
- Fast Facts for International students: admission requirements, tuition & living costs, housing options, scholarships...
- Reasons why students should choose institution to study
- Photographs

**Fee: \$700 for Two-Page Spread**

[\*\*\*View booklet here\*\*\*](#)





# Fair Booster Marketing Package

**The booster marketing package contains**

## **1. Online - Via AAE Fanpage**

- One exclusive event section
- Two exclusive content posts

## **2. Online - Via AAE email database with 5,000+ active email users**

- One exclusive marketing email

## **3. Offline - Brochure/flyer distribution**

- Your school's brochure/flyer will be attached along with AAE materials inside check-in bags and delivered to every fair visitor

## **Materials requested**

Fill in our information form (including key selling points, images, special offer for international students if any...), and 500-700 printed brochures/flyers

**Fee: \$350**







# Sponsorship Opportunities

**\$1.600**  
**UNIQUE**

Logo on water bottle

**\$1.600**  
**PLUS**

Logo on Welcome Booth  
Logo on Selfie Wall  
Logo on Event Standees  
Logo on Backdrops

**BEST  
CHOICE**

**\$2.000**  
**PRO**

**Exclusive Presentation**  
Ad on Event Maps  
Logo on Notepads  
Logo on Welcome Booth  
Logo on Selfie Wall  
Logo on Event Standees  
Logo on Backdrops





Presentation



Welcome Booth



Selfie Wall



Event Bag



Bag Inserts



Event Map



Water Bottle



Event Standee



Notepad

Maximize your branding efforts by putting your institution's name/logo/image... in front of hundreds of students & parents by sponsor recognition on all event-related marketing materials.

\*One slot per each package applied in 3 cities

\*Design support: Per request

\*For more details, please contact [trangnguyen@aaevietnam.com](mailto:trangnguyen@aaevietnam.com)

# Lastest Report

## SPRING FAIRS - MARCH 2024 IN NUMBERS

[View report here](#)



60

INSTITUTIONS

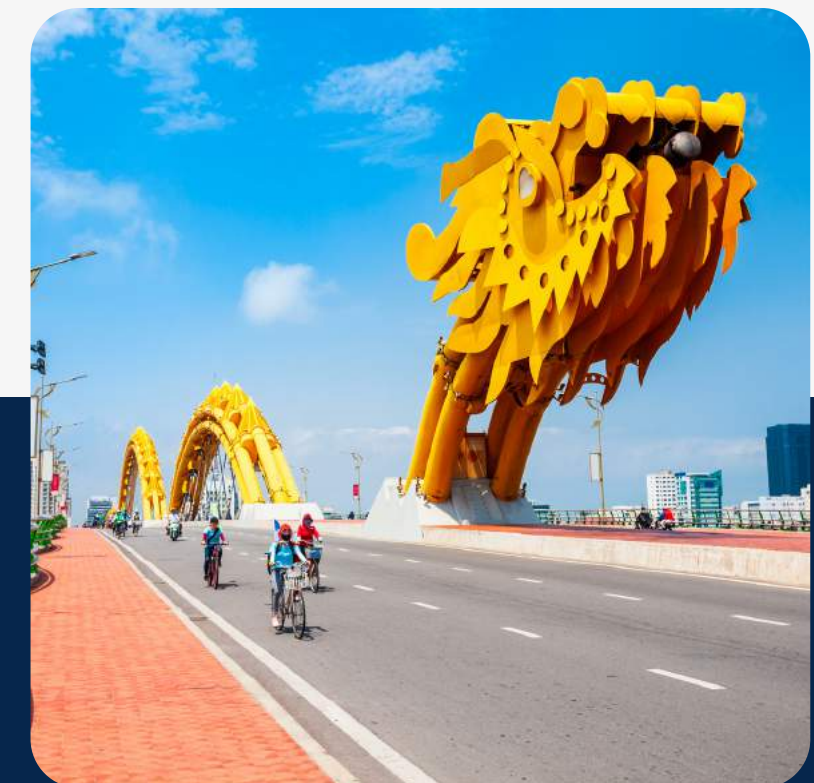
1,570

LEADS COLLECTED



3

CITIES



7

EVENTS

2M+

FACEBOOK REACH



# High School Visit

Visited schools generally include private, independent, and/or international schools, that we feel have the best profile for overseas study - a tradition of high achieving students studying abroad; excellence in teaching, significant interest in overseas institutions and high approval levels at major universities.





# Student Recruitment Fair

One-to-one meeting with hundreds of prospective Vietnamese students & their parents in the biggest cities of Vietnam, who are in the process of making overseas study decision.

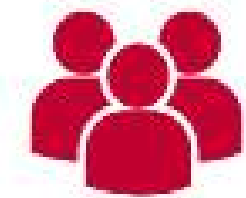
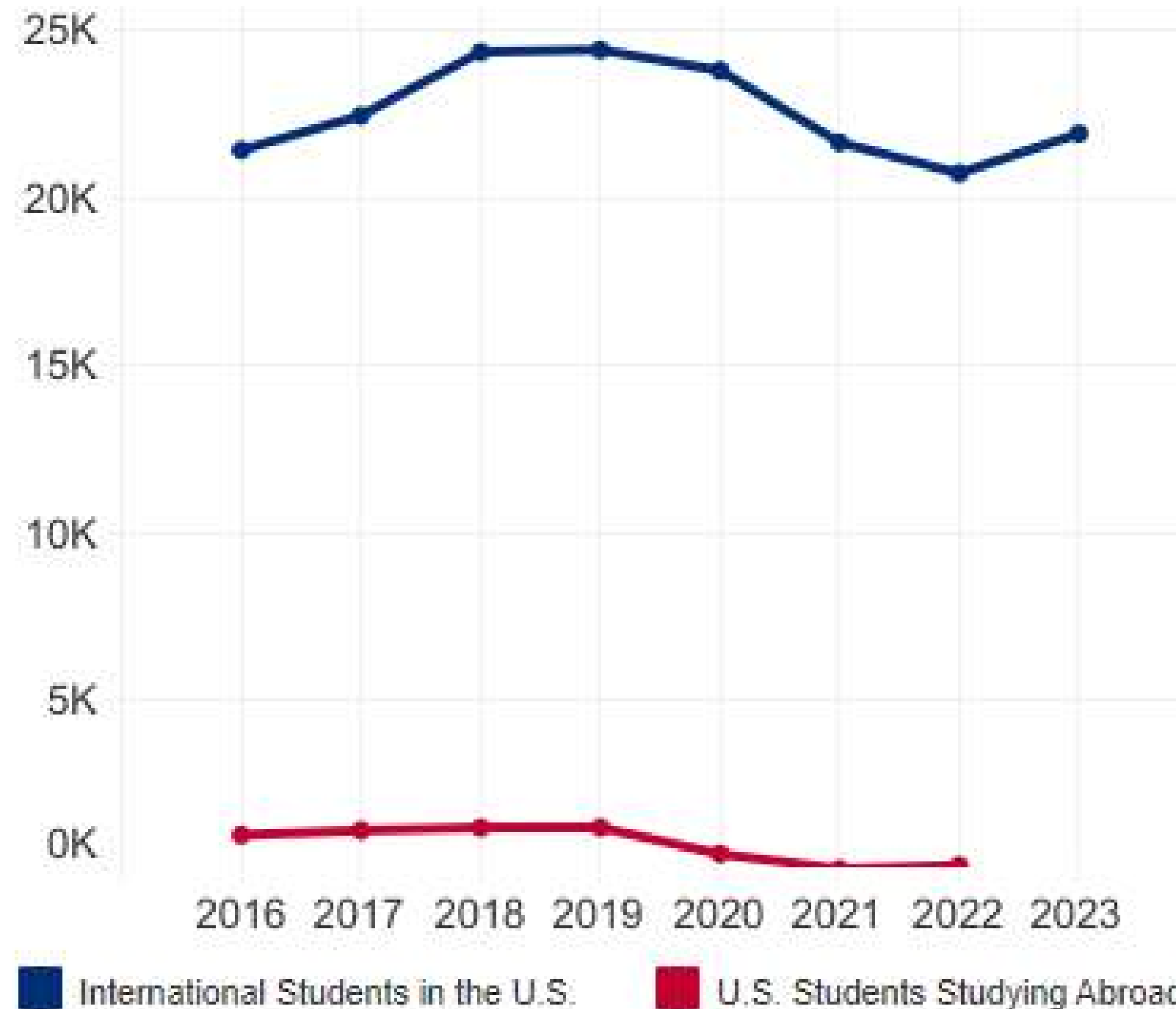




# Student Mobility Fact Sheets 2023



Year	International Students	U.S. Study Abroad
2022/23	21,900	N/A
2021/22	20,713	109
2020/21	21,631	4
2019/20	23,777	452
2018/19	24,392	1,235
2017/18	24,325	1,228
2016/17	22,438	1,147
2015/16	21,403	1,012



**104,799,174**  
Total Population<sup>1</sup>



**14.5%**  
Population Aged  
15-24<sup>1</sup>



**5**  
International Student  
Place of Origin  
Ranking, 2022/23



**74**

U.S. Study Abroad  
Destination Ranking,  
2021/22



**\$816,000,000**

International Student  
Economic Impact,  
2022<sup>2</sup>

### INTERNATIONAL STUDENTS BY ACADEMIC LEVEL

Academic Level	2021/22	2022/23	Total	Change
Undergraduate	13,947	14,295	65.3%	2.5%
Graduate	3,596	3,768	17.2%	4.8%
Non-Degree	429	561	2.6%	30.8%
OPT	2,741	3,276	15.0%	19.5%

### INTERNATIONAL STUDENTS BY INSTITUTION TYPE

Institution	Total
Associate's Colleges	15.9%
Baccalaureate Colleges	7.6%
Doctoral Universities	65.5%
Master's Colleges and Universities	9.9%
Special Focus Institutions	1.2%
Private Institutions	Public Institutions
32.2%	67.8%

### STUDENT VISAS ISSUED

Visa	Change 2021-2022 <sup>3</sup>
F	82.7%
J	191.5%
M	45.2%

### TOP RECEIVING STATES

**Texas**

**California**

**Massachusetts**

**Washington**

**New York**

Source: Open Doors Report on International Educational Exchange. For more information, visit [www.opendoorsdata.org](http://www.opendoorsdata.org).

Other sources: <sup>1</sup>The World Fact Book, <sup>2</sup>U.S. Department of Commerce, <sup>3</sup>travel.state.gov (Fiscal year October 1 - September 30).

Note: N/A reflects information that is not available or not applicable. Open Doors does not publish rankings for totals of less than ten students.



# About Us

**AAE is an AIRC Certified and Full-service recruitment agency. We specialize in international student recruitment initiatives connecting qualified Vietnamese students with U.S. Institutions.**

At AAE, we recognize the significance of gaining a profound understanding of local cultures to guarantee the success of in-country marketing initiatives. Our dedicated efforts, combined with effective communication, aim to deliver the finest opportunities to our clients. We have curated an international team comprising both American and Vietnamese education specialists who collaborate closely to achieve outstanding results.



**Kenneth Cooper**  
Co-founder, Chairman  
[ken@gae.us.com](mailto:ken@gae.us.com)



**Duyen Nguyen**  
General Director  
and Founder



**Chris Runckel**  
Consultant and Government  
Relations Specialist



**Judy Irwin**  
Senior Global Sales  
Director



**Tai Nham**  
VP Global Marketing  
and Critical Visionary



**Lan Vu**  
Chief Financial Officer  
(CFO)



**Trang Nguyen**  
Senior Marketing  
Director



**Lam Le**  
Senior Marketing  
Associate



**Kathy Nguyen**  
Senior Student  
Advisor



**Cindy Nguyen**  
Senior Student  
Advisor



*I must say having an American company with a Vietnamese staff base giving us advice and support is a win-win. AAE truly represents a partnership of the best of both worlds. Thumbs up, 5 star rating!*



**John Pomeroy** | Director of International Student Recruitment  
**University at Albany, The State University of New York**

# Our Services

- Education Fairs
- High School Visits
- Digital Marketing Campaigns
- Seminars/Webinars
- In-country Representation

We provide comprehensive student recruitment services that guide individuals through the entire enrollment journey, starting from the initial impression to the application process. AAE aims to offer your institution the most strategic solutions, leveraging our knowledge, experiences, local expertise, and extensive connections. With a decade of experience, we have been consistently delivering international recruitment services.





# Our Clients



# Have any questions? Please contact us!

---

**Kenneth Cooper**

**Chairman**

C: 856 308 5426

E: [ken@aae.us.com](mailto:ken@aae.us.com)

**Trang Nguyen**

**Senior Marketing Director**

C: +84 927 70 73 77 (Zalo)

E: [trangnguyen@aaevietnam.com](mailto:trangnguyen@aaevietnam.com)

**Judy Irwin**

**Business Development  
Specialist**

C: 301 404 5304

E: [judy@connectglobally.net](mailto:judy@connectglobally.net)

## U.S. Office

1515 Market Street, Suite 1200  
Philadelphia, Pennsylvania 19102  
P: 215 854 6443 | W: [aae.us.com](http://aae.us.com)

## Vietnam Office

R. 102, First Floor, Lant Building, 60 Hai Ba Trung  
Street, District 1, Ho Chi Minh City  
P: 84 28 3827 4243 | W: [aaevietnam.com](http://aaevietnam.com)